

**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: \_\_\_\_\_

Application No./Patent No.: 09/879,825 Filed/Issue Date: June 12, 2001

Titled: Method and System for Electronic Distribution of Product Redemption Coupons

Catalina Marketing Corporation \_\_\_\_\_, a corporation  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest in;
2. ☐ an assignee of less than the entire right, title, and interest in  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %); or
3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)  
the patent application/patent identified above, by virtue of either:

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy therefore is attached.

OR

B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

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- ☒ Additional documents in the chain of title are listed on a supplemental sheet(s).
- ☐ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee:

/JAS/  
\_\_\_\_\_  
Signature  
JUSTIN SUMMER, ESQ.  
\_\_\_\_\_  
Printed or Typed Name

April 28, 2010  
\_\_\_\_\_  
Date  
Senior Vice President  
\_\_\_\_\_  
Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**



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## Patent Assignment Abstract of Title

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## Total Assignments: 4

Patent #: NONE

Issue Dt:

Application #: 09879825

Filing Dt: 06/12/2001

Publication #: [20020587485](#)

Pub Dt: 07/04/2002

Inventors: Craig W. Barnett, Karen R. Reisner, Mark Braunstein

Title: Method and system for electronic distribution of product redemption coupons

## Assignment: 1

Reel/Frame: [012598/0364](#)

Recorded: 02/20/2002

Pages: 19

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: [BRIGHTSTREET.COM, INC.](#)

Exec Dt: 12/26/2001

Assignee: [E-CENTIVES, INC.](#)6901 ROCKLEDGE DRIVE, 7TH FLOOR  
BETHESDA, MARYLAND 20817

Correspondent: HOGAN &amp; HARTSON LLP

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IP GROUP  
WASHINGTON, DC 20004-1104

## Assignment: 2

Reel/Frame: [017858/0815](#)

Recorded: 06/30/2006

Pages: 35

Conveyance: CONFIRMATORY PATENT ASSIGNMENT

Assignors: [BRIGHTSTREET.COM, INC.](#)

Exec Dt: 01/09/2006

[BLACK DIAMOND CCT HOLDINGS, LLC](#)

Exec Dt: 01/09/2006

Assignee: [E-CENTIVES, INC.](#)6901 ROCKLEDGE DRIVE  
6TH FLOOR  
BETHESDA, MARYLAND 20817

Correspondent: PILLSBURY WINTHROP SHAW PITTMAN LLP

1650 TYSONS BOULEVARD  
P. O. BOX 10500  
MCLEAN, VA 22102

## Assignment: 3

Reel/Frame: [021660/0659](#)

Recorded: 10/09/2008

Pages: 6

Conveyance: CHANGE OF NAME (SEE DOCUMENT FOR DETAILS).

Assignor: [E-CENTIVES, INC.](#)

Exec Dt: 05/17/2007

Assignee: [INVENDA CORPORATION](#)6901 ROCKLEDGE DRIVE  
SUITE 610  
BETHESDA, MARYLAND 20817

Correspondent: PILLSBURY WINTHROP SHAW PITTMAN LLP

1650 TYSONS BOULEVARD  
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**Assignment: 4****Reel/Frame:** [024266/0845](#)**Recorded:** 04/21/2010**Pages:** 20**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).**Assignor:** [INVENDA CORPORATION](#)**Exec Dt:** 04/16/2010**Assignee:** [CATALINA MARKETING CORPORATION](#)200 CARILLON PARKWAY  
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